

Fall



FURS

for Cooler Days

No wonder Milady greets Autumn and the chillier days it brings with undisguised joy, for they mean that she may revel in Furs of every description—modes developed along the newest and most approved lines. Working with mink, mole, seal, broad-tail, beaver and squirrel skins of irreproachable quality, skilled workmen have produced wraps with huge collars, Capes, Stoles, Chokers, Scarves, and muffs. Their claims to distinction cannot be disputed.

\$25 to \$750

Separate Skirts

The new Skirts are here in numbers, pleasingly varied and displaying conspicuously those features which mark them as distinctly of this Autumn. Soft woollens, in plaids, stripes, checks and plain, give interesting expression to the mode of the moment. Colors when combined are harmoniously blended, and the workmanship is of a quality that add to one's joy in possession—

\$10.95

Items Unusually Price for Fall Opening

Women's Silk Hose at \$2.39

"Wayne Knit" Hose of the better sort. They're heavy silk, with double soles. A very good value, in black or brown. Specially priced at \$2.39.

Canteen Bags

at \$3.49

Canteen Bags are the vogue for Fall and these are specially priced. Patent leather finish, in five different shapes; silk lining, fitted with mirror and purse. Priced at \$3.49.

Pebblette Silk Jersey

\$3.98 the Yard

40 inches wide, in a very desirable range of shades for dresses, underwear, etc. Navy, flesh, pink, Kelly, green and black. It's the usual \$5.98 quality, at \$3.98 the yard.

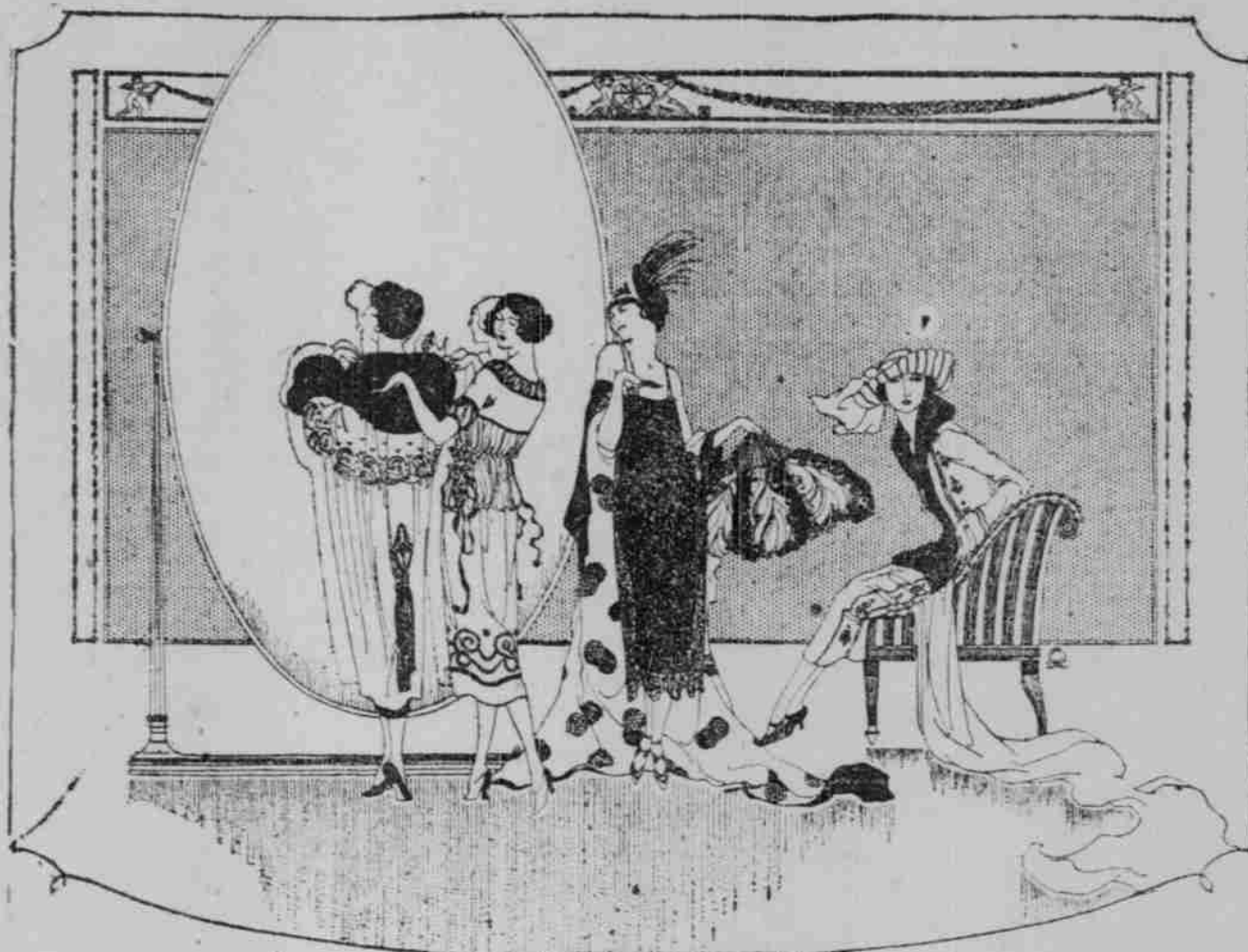
French Serge

\$2.59 the Yard

54 inch, all wool, in navy, seal brown and black. An excellent quality for a new Fall suit or dress. The special price makes choosing doubly attractive.

Girls' Gingham Dresses at \$2.69

For the school miss, made of best gingham, in plain, check and stripe. A remarkable value in sizes 10, 12, 13 and 14. Specially priced at \$2.69.



Suits Worthy of Every Women's Attention

Suits for women and misses, not severe, but characterized by dignified simplicity whose tailoring and styling invites attention. Types obviously intended for street and dress occasions give much thought to collars, cuffs and bandings of fur or ornamental needle work. Some longer jackets are shown but the majority are medium length.

SERGE, YALAWA CLOTH, TRICOTINE, WOOL VELOUR AND DUVET DE LAINE

is the assortment of materials, and their excellent quality is only a part of the enjoyment of wearing one of these suits, for the prices are very moderate. Featured for the Opening Day are fur-trimmed models at—

\$39.75

Accessories for Autumn

By such details as carefully chosen Gloves, Veils, Hand Bags, Hosiery and Neckwear can the true gentlewoman be distinguished. The newest are to be found in our Fall Opening displays. These are unusually priced—

Veilings

Van Raalte new importations for face wear. New scroll and dot patterns, in both coarse and fine mesh. All colors. Also 59c contrasting colors. Special, per yard.

Silk Gloves

For Fall wear Silk Gloves seem to be most popular and especially those of heavy milanese silk such as these, in white and colors. Priced at **\$2.75**

Silken Underthings Expressing Beauty and Special Pricing



WASH SATIN, Crepe de Chine and Glove Silk, that's what these Chemises, night Dresses, Camisoles, Bloomers and Petticoats are made of. Laces, ribbons and pleatings applied in diverse ways gives them satisfying individuality. Their special pricings make choosing doubly attractive for Fall Opening.

Chemise

Envelope Chemise, made of wash satin, crepe de chine and Jersey silk. Specially priced for Fall Opening Day, each **\$5.75**

Camisoles

Ladies' Satin and Jersey Silk Camisoles, light and dark shades, lace trimmed or tailored. Unusually priced at **\$3.95**

Night Gowns

Ladies' Night Gowns, made of Jersey silk, wash satin and crepe de chine; trimmed with dainty laces and ribbons. They're special at **\$11.95**

Silk Petticoats

Ladies' Jersey Silk Petticoats, in suit shades, flounces trimmed with "set-in" designs of contrasting colors. Each **\$8.50**

Silk Petticoats

Ladies' Silk Petticoats, in white and flesh, trimmed with lace and ribbon. Price, each **\$5.95**

New Fabrics

They challenge scissors, needles and nimble fingers, for here are materials that have anticipated everything which women want to make. Their unusual pricings are attractive for the Fall Opening—

54-inch Tricotine **\$5.19**
42-inch Serge **\$2.93**
42-inch Fram **\$3.93**
54-inch Velour Checks **\$2.93**
36-inch Satin Milaire **\$3.93**
40-inch Satin Patria **\$5.50**
36-inch Taffeta, all shades **\$2.93**
36-inch Black Satin Duchess **\$3.75**



The New Modes in Blouses

TO GIVE your new suit a softening touch, our Fall Opening Blouse displays show all that is new. The more frills the greater the favor, seems to be the way in blousedom. Georgette Crepe Blouses in tones creamy as well as in rich nasturtium shades, make one forget all else in admiration of their rich Autumnal beauty. Taffeta and Satin Blouses are also prominent features of this season's fashion. These below are exceptionally priced for the opening Fall event—

Georgette Blouse, in light and dark Autumn shades that are ordinarily priced higher. **\$8.95**

For Fall Opening Day at **\$8.95**

Crepe de Chine Blouses, neatly tailored style, trimmed with dainty smoked pearl buttons; **\$6.95**

in black and navy. Special at **\$6.95**

The popular wool Middies are to be found with great favor, in navy, green and scarlet; braid and emblem trimmings. **\$8.95**

They're special at **\$8.95**



New Fall Corsets

An easy, graceful figure is every woman's desire and as it rests with her Corset, the discerning woman chooses it before she has even planned the rest of her

Fall wardrobe. Our displays, varied and complete, will ably assist her in this all-important task. Brassieres deserve the same scrutinizing care in selection. They are also amply represented here.

Bon Ton Back Lace, Style 836. For full figure, with low bust and long skirt, beautiful pink broche, well boned, non-pinch O-I-C clasp. **\$10**
Priced at **\$10**



Bon Ton Back Lace, Style 840. For medium figure, the new soft rubber top, long skirt, free hips, pink broche, non-pinch O-I-C clasp. **\$6.50**
Priced at **\$6.50**

Opening

FALL OPENING

Devoting Friday and Saturday and all next week to the presentations of the modes of the new season, in all their fashionable and distinctive phases. We have assembled for your approval, the most desirable of the new in Frocks, Suits, Coats and other Autumn costume essentials. So one may accept these displays as authoritative guides to smart and distinctive wardrobes. Those who select now will find the assortments at their first freshness.

Coats of Comfort and Style

Straight lines and dependable woollens emphasize the practicability of the general utility of these coats. Being made of soft fabrics at the same time, insuring wear and warmth. They drape remarkably well. Large collars are most evident, with loose backs, sleeves and belting. Besides the originality of style, the new ways of using embroidery lend smartness and distinction. And then, too, the pricing makes choosing the most important garment for Fall and Winter an easy matter when they are priced as low as—

\$49.75

Dresses of Wool and Silk Woolen Dresses

Though modes evince a marked partiality towards coat lines, they avoid all semblance of repetition by daring unique trimming effects. The floating panels, tunics, peplums and surplice bodices have wisely chosen serges and tricotines as the best means of expression. Brown shades lead navy blue a merry chase for favor.

Silken Dresses

The foremost designers everywhere in evolving Autumn Frocks for daytime wear have stressed the use of satins, meteors and crepe de chine. Singularly enough each pays special tribute to floss, wool and metal embroideries. Modes giving prominence to tight little bodices and bouffant or tuniced skirts are the most popular. Gathered together for the Fall Opening Day at—

\$35

Featuring for the Fall Opening NEW HATS at 20% Discount



Although this 20% Discount Sale is not a new feature, its economy attraction is intensified for the Fall Opening Event. The 20% discount

INCLUDES EVERY NEW FALL HAT IN OUR SECTION — REGARDLESS OF PRICE

This is not a special purchase, but they are hats that make up our regular stock. All new models, timely and rich materials, and sparkling adornments, and shapes suitable for the most particular taste. Just choose a hat of any price and deduct 20% off the original price ticket— you will enjoy the economy as well as a new Fall hat.

Fall Serge Dresses for Girls

Girls' School Dresses must be durable and serviceable, and also combine style and distinctiveness of individuality. Economy in clothes lies in the length of wear with the keeping of the original style and colors. Tailored Serge Dresses never go out of style. They stand alone in material, workmanship and wearing qualities. We recommend the Blue Serge Tailored Dresses for school and dress wear. In Peter Thompson styles. Sizes 6 to 14—

at **\$11.95**

Little Girls Coats

We are showing little tots' coats in a variety of styles, materials and colors, in silvertone, corduroy, white chinchilla. Very dainty and smart styles, becoming models for the little miss. You will be sure to want one when you see them. They are dainty and effective for **\$6.95** the little kiddie. Sizes 1 to 6.

Items Unusually Price for Fall Opening

Boys' School Suits at \$6.50

They are made in newest Norfolk models, fine mixtures. Very durable and just the shades for Fall wear. Knee pants, lined throughout. Sizes 3 to 8. Special for Friday at \$6.50. (Second floor.)

Bust Confiners at 45c

A good quality model Bust Confiner of pink basket weave cloth. Front and back hook. A special pricing at 45c.

Brushed Wool Scarfs at \$7.75

For the cooler days, these Scarfs are unexcelled. In all colors and color combinations. Every miss should have one for her wardrobe.

Women's Union Suits at \$1.69

A Fall weight, bleached, ribbed garment, low neck, short sleeves, ankle length. Very special at \$1.69.

Women's Sweaters at \$7.50

Ladies' "Slip-Over" Sweaters, in all of the season's colors, including "China Blue," "American Beauty," "Beige," "Fish Tail," and "Ripple" style. They are worth \$9.95. Special for Opening, each \$7.50.

Anadon Beauty Shoppe 2nd Floor

EDWARD C. MINAS CO.

Double Stamps Friday